

Updated On	2023/09/12																															
Curricular Year / Period	2023/24 / S2																															
Course	Journalism and Communication																															
Curricular Unit	Communication and Rhetoric																															
Language(s) of Instruction	Português																															
ECTS/tempo de trabalho (horas)	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">ECTS</th> <th rowspan="2">Total</th> <th colspan="9">Horas de contacto semestral</th> </tr> <tr> <th>T</th> <th>TP</th> <th>PL</th> <th>S</th> <th>TC</th> <th>E</th> <th>O</th> <th>OT</th> <th>EC</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <p>T - Theoretical; TP - Theoretical and practical; LP - Laboratory Practice; S - Seminar; TG - Tutorial guidance; FW - Fieldwork; T - Training; ; EC - Clinical teaching; O* - Other hours typified as Clinical Training under the Directive 77/453/EEC of June 27, adapted by Directive 2005/36/EC.</p>	ECTS	Total	Horas de contacto semestral									T	TP	PL	S	TC	E	O	OT	EC			0	0	0	0	0	0	0	0	0
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Teacher in charge (GDPR consent) <small>[complete name, email]</small>	Rosália Isabel Duarte Rodrigues / rosalia.rodrigues@ipportalegre.pt																															
Prerequisites <small>[Curricular Units that must precede and specific entry competences]</small>																																
Learning outcomes <small>[Description of the overall and specific objectives] [Knowledge, skills and competences to be developed by students]</small>	<ul style="list-style-type: none"> - Understand the concept of rhetoric; - Learn to distinguish the logical-formal character of the speech (true or false), of the reasons that make it convincing (figures of language, metaphor, metonymy, body language, special effects, etc.) in different contexts; - Exercising the application of rhetoric techniques in the different media. 																															
Sustainable Development Goals																																
Syllabus	<ol style="list-style-type: none"> 1. Brief History of Rhetoric <ol style="list-style-type: none"> 1.1. Greek democracy and the genesis of rhetoric; rhetoric and citizenship. 1.2. The classical theory of the discipline: the different types of rhetoric and respective techniques. Platonic criticism and Aristotle's rhetorical triangle. 1.3. The rebirth of rhetoric in the second half of the 20th century: the new rhetoric . Rhetoric in mediatized societies <ol style="list-style-type: none"> 2.1. From face-to-face rhetoric to mediated rhetoric. 2.2. Rhetoric and industries of persuasion: rhetoric and new media. 2.3. Argumentation and new media. Rhetoric and the media <ol style="list-style-type: none"> 3.1- The rhetoric of the image 3.2- Advertising: persuasion and manipulation 3.3- Rhetoric and the web 4. Practical case studies 																															
Teaching methodologies (including assessment) <small>[Specify the types of assessment and the weights and evaluation criteria]</small>	<p>1 - Teaching methodologies</p> <p>Above all, the debate will be used, which will serve both as the place for the search for information and the starting point for the critical analysis. From the beginning of the work, the students are expected to take initiatives to interpret and understand the themes and thus move towards the progressive configuration of their autonomy. The practice of consulting diverse sources of information should be implemented assiduously. In order to avoid passive reception, we will develop active reading habits, triggering attitudes of detachment and critical analysis. The viewing of documents or films will be relevant, if not essential, to motivate and operationalize the approach to current challenges. The exhibition of advertising spots, excerpts from political interventions and film fragments may be a privileged opportunity for the exercise of techniques associated with rhetoric. The evaluation will encompass a research papers.</p> <p>2 - Period assessment</p>																															

	<p>The students will have to do 2 assignments on different points of the subject. Each assignment will have a weighting of 25%. They will also have a frequency assessment (50%) and their participation/ attendance will be evaluated.</p> <p>3 - Examination assesement</p> <p>All students who do not complete the Frequency assessment can be submitted to an Assessment Exam.</p>
<p>Bibliography</p>	<p>1 - Main Bibliography</p> <p>Bibliografia principal Aristóteles (2005). Retórica. Lisboa: Imprensa Nacional Casa da Moeda.</p> <p>Breton, Philippe (1998) A argumentação na comunicação. Lisboa, Dom Quixote.</p> <p>Cardoso e Cunha, Tito (2010) A nova retórica de Perelman. Covilhã: UBI.</p> <p>Carvalho, Luís (1999) Manipulação da opinião pública. Lisboa: Hugin Editores.</p> <p>Chomsky, Noam (2003) Manipulação dos media. Lisboa: Editorial Inquérito.</p> <p>Weston, Antony (2005) A arte de argumentar. Lisboa: Gradiva.</p> <p>Mateus, S. (2018) Introdução à Retórica no século XXI. Covilhã: LabCom IFP</p> <p>Meyer, Michel et al (2002) História da Retórica. Lisboa, Temas e Debates.</p> <p>Meyer, Michel (2016) Questões de Retórica, Linguagem, Razão e Sedução. Lisboa: Edições 70.</p> <p>Parzianello, Geder (2014) A retórica nos estudos de jornalismo e da comunicação in Famecos. Volume 21, número 2. Portalegre: PUCRS (pp 504,517).</p> <p>Pissara Esteves, João (1998) A ética da comunicação e os media modernos. Lisboa: Fundação Calouste Gulbenkian.</p> <p>Platão (1973) Górgias, O Banquete, Fedro, Lisboa: Verbo.</p> <p>Rei, José Esteves (2000) Vestígios da retórica clássica na comunicação social in A retórica greco-latina e a sua perenidade. Volume II. Porto: Fundação Eng. António de Almeida, (pp 878,893).</p> <p>Serra, Paulo & Ferreira, Ivone (2008) Retórica e mediatização. Covilhã: Labcom</p> <p>2 - Complementary Bibliography</p>
<p>Special Situations [Students with special status]</p>	<p>1 - Period assessment - Students with special status</p> <p>2 - Examination assesement - Students with special status</p>